

# Homes of Distinction

WYCHWOOD, WESTFIELD, N. J.

CONSTRUCTED BY

## S. H. La Fontaine

Engineer & Builder

WESTFIELD, NEW JERSEY









## AN UNBIASED OPINION — BUY OR BUILD — NOW!

Building costs are still at the lower level of former years. These costs are rising steadily due to the shortage of homes and the law of supply and demand. There are other determining factors too numerous to mention here. It is important to realize that *right now* is the time to secure the most building value per dollar expended.

Our organization welcomes the opportunity of discussing, with you, your individual requirements. We can be of assistance. In addition to building, our scope of operations includes; advice and aid in the selection of property (any locality), preparing sketches based upon your ideas, drawing final plans and arranging for such financing as may be necessary. Interviews, of course, do not obligate you. Consult us.

Sales Representative  
O. C. Paulson  
200 Chestnut Street  
Roselle Park, N. J.

S. H. LA FONTAINE  
Engineer & Builder  
Westfield, N. J.

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2-0990

## THE IDEAL HOME ENVIRONMENT

### Wychwood

Wychwood is indeed all that its name implies. A bewitching, breath-takingly lovely community that charms everyone at first sight. Like a gem taken from Nature's crown, it is homeland and playland in one, a year-round community with every attraction and a spot where dreams come true. Set in charming countryside, with friendly intimate avenues, beautiful homes and desirable neighbors; Wychwood enjoys an enviable and widespread reputation as the ideal location for ideal living.

Then, too, buying or building in Wychwood has many advantages. Wychwood is located in Westfield, a long established community. Educational facilities provide Grammar, Junior-High, Senior-High, two Parochial and a private school. Episcopal, Baptist, Congregational, Lutheran, Methodist-Episcopal, Presbyterian, Catholic and Christian Science Churches serve the religious needs of the Community. Echo Lake Country Club partly adjoins Wychwood. Other golf and country clubs are near-by. All have attained a definite character thru the years. The standards of the families who live here are, thereby, as truly reflected as a beautiful shore line upon the still waters of a pond.

Whether or not you now have definite plans of owning your own home, a cordial invitation is extended to you by our, the La Fontaine, organization, to spend a pleasant afternoon visiting the Wychwood-La Fontaine Charm Home, which L. Bamberger & Co. has furnished with so much charm and appropriateness. The Johns-Mansville House featuring the J-M "triple insulated" principle and the 'House Beautiful', the latter being sponsored by The Home Beautiful Magazine.



## PURCHASING A HOME THE MOST IMPORTANT INVESTMENT YOU WILL EVER MAKE

Because the happiness of those whom you love and care for, without considering your own, will be so directly affected by purchasing a home, it is without doubt the most important investment you will ever make. It is indeed fortunate that most people realize the many complex problems to be dealt with, from mere sketches and plans to the completely finished house, and thereby appreciate and realize the need of retaining a builder of integrity with knowledge acquired by education and experience.

With as much modesty as the statement permits, many families for whom S. H. La Fontaine has built houses acknowledge the careful thought, planning and exacting attention to details Mr. La Fontaine gave to the dwellings he constructed for them. Such methods used frequently are commendable. Followed in every instance they have become Principles-governing every La Fontaine building operation.

His education is sound and fortified with practical experience. Clarkson College of Technocracy at Potsdam, N. Y., presented him with the degree of M. E. Massachusettes Institute of Technology (M.I.T.) at Cambridge saw him earn and receive its degree of C. E.

Mr. La Fontaine recalls (but not without a chuckle however) his first job—and *job* is the proper word. The Aberthaw Construction Company of Boston, Mass. did not place its destiny into his hands, but did place a wheelbarrows handles. This humble start was the beginning of 'practical experience'. Three years later, 1928, he had become an executive. Resigning, he came to Elizabeth and for several years was associated with the firm of Frank J. Schmieder, General Contractors. Some of their larger operations included the building of the Elizabeth Police Headquarters, Y.M.C.A., the P & T and Myrtle Holding Company buildings and the Loyal Order of Moose Home.

In 1931 Mr. La Fontaine started building operations in his own right and under his direct supervision. He meanwhile maintained his residence in Union until recently when he established residence in Westfield.

As the natural result of exercising, in his own organization, the same careful thought, planning and exacting attention to details he insists upon in dealing with clients, the La Fontaine Organization has acquired and established an enviable reputation as contractors and home builders. In addition to the many beautiful residences in Maplewood, Summit, The Oranges, Westfield, Elizabeth and Roselle Park; the Wychwood Charm Home, The Johns-Mansville House, the 'House Beautiful', and the 'Charm Home' give eloquent testimony concerning the ability of this organization to construct homes of value, distinction, charm, character and lasting beauty.



*"A reliable Builder is Your Best Friend"*



## KEEP THESE ESSENTIALS IN MIND FOR COMFORT, SAFETY AND HEALTH IN THE HOME

*Good Design* and efficient planning, both on the inside and outside of your home are essential to lasting satisfaction. Houses may be well built and yet be so unattractive or so poorly arranged that they are liabilities. You can guard against these unfortunate errors by retaining a competent builder and architect.

*Sensible Financing* under a plan which meets definitely your particular requirements will add much to your peace of mind and the enjoyment of your new home. Consider the new mortgage plan made possible by the National Housing Act (F.H.A.) also followed in principle by insurance companies and Building and Loan institutions which insures that you will some day actually own your own home outright. Compare its possibilities with the straight mortgage plan (frequently referred to as the Old Plan.)

*Reputable Materials* are good insurance for a trouble free home. Insist on materials made by manufacturers who have been long established in business or by those whose products have received well merited approval on the part of the general public, architects and builders because they have given consistent satisfaction. New modern materials will make your home the last word in safety, comfort, convenience and economy.

*Competent Workmanship* is, perhaps, the most important of all these basic essentials. Poor or careless workmanship and slipshod construction can ruin the most perfect design and the best of materials. You can depend upon a reliable builder for competent workmanship. He has a reputation to maintain for building honest, wellbuilt houses.

Whether you are buying or planning to build a small house, or a large one, in Wychwood or elsewhere, you are sure to obtain full structural value for your dollars through the S. H. La Fontaine organization. If you have not already done so, visit the Wychwood-La Fontaine built houses. Have the details of construction and other important factors explained to you by an accredited representative. Do not permit the *type* or *style* of architecture to enter into your considerations when judging *basic, structural* values. By this method only can you arrive at a proper decision.



## THE JOHNS-MANSVILLE 'TRIPLE INSULATED' HOUSE

20 YEARS FROM TO-DAY — IT WILL STILL BE NEW

*The Roof* of this house cannot burn—and it will never wear out because it is made of imperishable asbestos shingles. In addition to their charm and distinction, they give permanent assurance against time and wear.

*The Exterior Walls* of this house cannot burn, will never require painting and will never wear out because they are J-M Cedargrain asbestos shingles. They retain all the charm and beauty of finest wood shingles.

*It Will Cost Up To 30% less* to heat this house in winter! Because it is completely insulated with J-M Ful-Thick Rock Wool Home Insulation. Fireproof, installed to full wall thickness between studs of exterior walls and between joists of second floor. Surrounds the house like a blanket.

*This House Will Be Up To 15° Cooler* on hot summer days because it is completely insulated with J-M Ful-Thick Rock Wool Insulation. Covers the attic floor and completely fills outside walls. Keeps heat from penetrating as effectively as 11 feet of stone.

*No Expensive Repair Bills* for cracked plaster in this house because the walls are built with J-M Steeltex. The keynote of this house is good construction inside and out. That is why we have selected J-M Steeltex as a plaster base. Reduces plaster cracking, eliminates unsightly lath marks (less redecorating costs) and is fire resistant.

Eight Fifty Four Kimball Avenue    Wychwood, Westfield, New Jersey





## A CHARMING HOME FOR COMFORTABLE LIVING

The architect, Eugene A. McMurray, associated with S. H. La Fontaine in the building of this residence, have expressed the inherent good taste of the early Yankee settlers in designing this attractive New England Colonial Home. Although modest in size, its exterior appearance belies the spaciousness of its interior. The exterior walls feature J-M Cedargrain asbestos shingles which, particularly in sunlight, take on a soft brilliance pleasing to the eye. Further contrast is secured by the brick portion of the house of the first floor directly to the left of the front entrance. The front entrance itself is particularly worthy of notice, striking, as it does, a quiet note of simple charm and dignity. Window openings are well spaced, the roof lines interesting. The living room has a large marble hearth fire-place. The dining room opens onto a flagstone, copper screened porch which looks out upon a terrace in the rear. The attached two-car garage and its entrance in the rear is inconspicuous. Distinctive also for its compactness of plan, this house has three sleeping rooms, one of which establishes a secondary second floor level by having its entrance on the right, directly off the main stair-case within two steps of the second floor proper. Three glistening modern bath rooms, maid's room, attic, living room, kitchen and developed basement. Closet space is ample, being one thing of which no family can have enough. Other essential features include: Gar-Wood Air Conditioning, Anaconda Copper pipes, Standard plumbing fixtures, Corozone de-odorant and eliminator (keeps the house free of mosquitos, flies etc.), electric automatic timing operated gas range and Armstrong Linoleum in kitchen and baths.

Photo on the left clearly shows the beautiful natural and landscaped surroundings of this lovely house. Lot size is 80 x 134 feet.





ALMOND FORDYCE  
WILLIAM HAMBY  
*Architects*

S. H. LA FONTAINE  
*Builder*

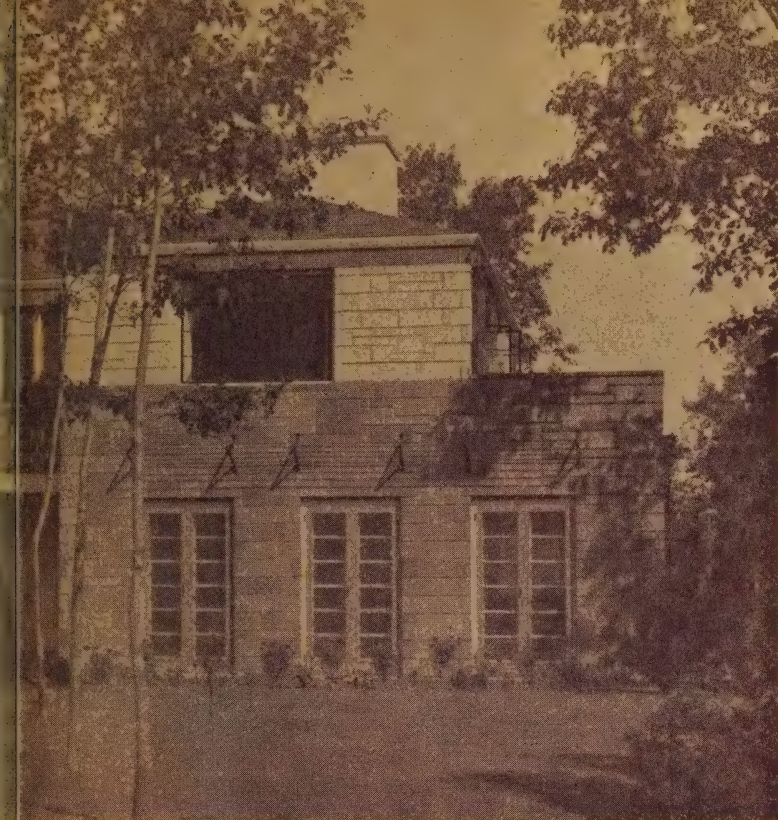
## THE LA FONTAINE

This house  
of their 'Charm'  
we embodied  
the interiors in  
charm.

**EIGHT FIFTY FIVE  
KIMBALL AVENUE  
WYCHWOOD  
WESTFIELD, N. J.**

Well designed  
uted much, and  
of American





## WYCHWOOD CHARM HOME

one was selected by L. Bamberger & Co. to be one  
than Homes'. Correctly interpreting the tempo, as  
ed in our plans, they have furnished and decorated  
s in a style which combines comfort with considerable

ned basic plans carefully executed, have contrib-  
a photo above clearly indicates, to this new phase  
n Modern Architecture.

## INTERESTING FEATURES IN THE 'CHARM HOME'

We acknowledge, with both pride and pleasure, the distinction conferred upon the S. H. La Fontaine Organization because L. Bamberger & Co., "one of America's Great Stores", has selected this house for their use in visually defining "*Gracious Living*". As Builders of this unusual dwelling, ours is the pleasure of contributing in like measure to this much desired purpose.

We wish space limits would permit a room by room description. If you have not already done so, this house in all probability, will be one of many you will visit. Recall, or observe, its unusual features and advantages. The prodigal use of modern materials and appliances, with the introduction of new woods and finishes, have added to its practicality and easy living. Special Features:

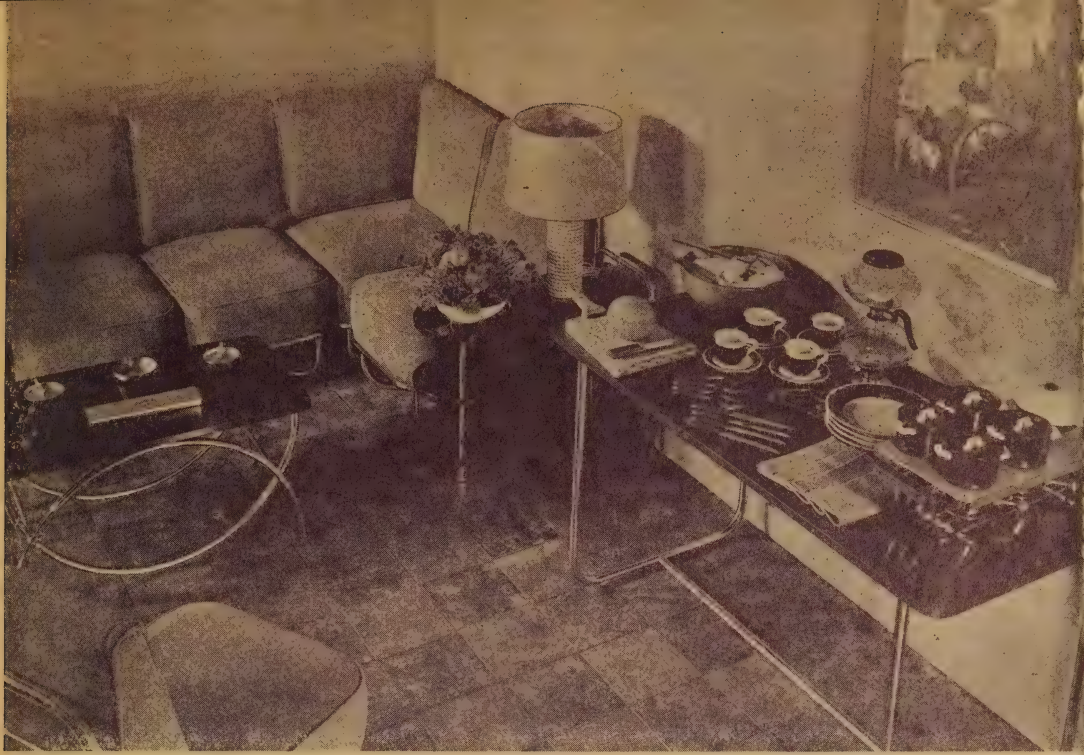
- Steel Frame and joist for floors —
- Rock wool insulation —
- Cast stone veneer — Slate roof —
- Fenestra Sash and Screens —
- Oak double floors — Zinc weatherstripping —
- Bryant Air Conditioning —
- Standard sanitary plumbing fixtures —
- Anaconda copper pipes —
- G. E. Garbage Eliminator —
- G. E. Washer —
- Estate gas range —
- Electrolux refrigerator (7 cu. ft.) —
- Corozone deodorant and exterminator —
- Formica wainscoting in kitchen and baths —
- Cork on walls and Accotile in basement —
- Armstrong Linoleum in kitchen, laundry, and bath —
- Marble Fireplace —
- Pine panelling in Living and Dining Room —
- Circular stair case —
- Electric automatic garage door opening device —

5 Bedrooms, 3 Baths, Maid's Room, Entrance Hall, Living Room, Dining Room, Kitchen, Laundry, Lounging Deck, Sun Deck, Terrace, 2 Car Garage, Developed Basement.

LOT SIZE — 75 X 133

The sun deck, terraces, lounging deck and recreation room are particularly worthy of note establishing, as it does, our theme for *Modern Living*.





### MODERN DEVELOPED BASEMENT in the LA FONTAINE-WYCHWOOD CHARM HOME

The developed basement, part of which is shown in above photo, is deservingly an ideal contribution furthering *Gracious Living*. Pleasing in appearance, and fortified with a practical point of view, a great amount of wear and tear on the living room is diverted to this basement room. It is, in fact, an *extra* living room.

Adapted to a variety of entertainment it is one of the most useful and popular parts of the house. A cozy fire place can lend its warmth to a more intimate companionship or cast its welcome glow over festive occasions and activities.

Walls are cork surfaced and the floor inlaid with colored squares of asphalt tile. This material, a Johns-Mansville Product, provides an excellent slip-safe surface for strenuous games and dancing.



A LIVING ROOM THAT WELCOMES *in the*  
LA FONTAINE-WYCHWOOD CHARM HOME

L. Bamberger & Co. has furnished this room with well designed pieces and selected floor coverings. The distinctive architectural design of this unusual house does not, it is quite evident, exclude the individual from a wide choice of 'open stock' pieces. (This is equally true of all rooms in this house). It is to be noted, and really emphasized, how thoughtful selection can create the impression and appearance of a custom group selection. Walls are pine, finished in a soft color. Spacious French doors open onto a flag-stoned walk and the front lawn. A cheerful, large fireplace and translucent, semi-indirect lighting fixtures, not visible in the above photo, contribute to a congenial, comfortable and livable atmosphere.



As a progressive building organization we emphasize the necessity of obtaining the finest materials and workmanship for every dollar we expend. The following firms deserve well merited approval. Should occasion arise, have no hesitancy in calling upon them.

**J. S. IRVING Co., 239 Central Avenue, Westfield.**

Authorized representative Johns-Mansville Products — from cellar to roof. Supplied all the J-M Products for our Johns-Mansville house. Incidentally, this firm supplied the lovely bath room and kitchen paneling in this dwelling. A partial list of other products merchandised by them includes: Schlage Hardware, Morgan Mill Work, U. S. Gypsum Products, Weyerhaeuser Forest Products, and Derk's Flooring. The J. S. Irving Co. is also accredited representatives for the Williams Oil-O-Matic oil burner.

**PHILIP H. HARRISON & Co., 191 Central Avenue, Newark.**

Distributors of General Electric equipment and appliances. Adequately equipped to furnish every electrical need—from the common in every day use outlet plug to a complete Electrical Home. While visiting the 'Charm House' didn't you think of how good it would be to have just such a lovely and practical G-E Kitchen in your new home? If you aren't building, you may still have one. The G-E planning department will have it designed and arranged scientifically, in your present home if you desire.

**HUD-CIN BUILDING PRODUCTS Co., North Avenue East, Westfield.**

Furnished all foundation blocks on the three houses and cast stone work on the 'Charm House'.

**ALEX ESALDO, Plainfield.**

All painting, interior and exterior, on the 'Charm House'. The John-Mansville and the House Beautiful was done by Mr. Esaldo.

**HAND HARDWARE Co., 335 East Jersey St., Elizabeth.**

Supplied the Colonial Hardware on the Johns-Mansville house.



J. FLOYD YEWELL, *Architect*

S. H. LA FONTAINE, *Builder*

## THE S. H. LA FONTAINE "HOUSE BEAUTIFUL"

*Sponsored by The House Beautiful Magazine*

Here indeed, is a house which will invite happiness. In its friendly, peaceful manner it expresses a warming note of quiet welcome. The photo above illustrates the architect's conception of the 'House Beautiful' delightfully landscaped.

Basing skillful design upon experience, the interior arrangement creates an illusion of even larger space than that actually existing within its walls.

Like all S. H. La Fontaine houses, it has been built for permanent satisfaction and lasting value.

Eight Hundred Thirty Kimball Avenue

Wychwood, Westfield, New Jersey.



Planned from the inside out, waste spaces and corners have been eliminated, in the 'House Beautiful', affording maximum room area, light and air. It is completely General Electric equipped for smooth operation, saving of labor and strength and reduction of up-keep and operating costs. Highlights of construction emphasize better planned room arrangements, maximum wall space and G-E Kitchen — with refrigerator, dishwasher and electric range. A G-E Laundry giving you electric servants that turn out work in time. G-E radial wiring, sound construction and recreation room. Special features include:

- Thermofill Insulation
- Oak Double Floors
- Brick Veneer
- Zinc Weatherstripping
- Garwood Conditioned Air
- Case Bathroom Fixtures
- Crane Bath Room Fixtures
- Anaconda Brass Piping
- Marolite Wainscoting
- Corozone deodorant and exterminator
- Sloane's Blabon Linoleum in Baths and Kitchen
- Circular Stair Case

Plans reveal 3 Sleeping Rooms, 3 Baths, Maid's Room, Entrance Hall, Living Room, Dining Room, Laundry, Porch, 2 Car Garage and Finished Basement. Landscaping, at the rear of the house, has developed oval shaped terraces at different levels bringing out the natural beauty of the locale. Lot Size 85 x 130 feet.

GEORGE A. MAC CAULAY, 339 Henry Street, Scotch Plains.

Mr. Mac Caulay was responsible for all plumbing work on the three houses. Unfortunately, this type of work is not readily discernible to the average person. It has been our experience that, because of the thoroughness of Mr. Mac Caulay's installations, our plumbing difficulties have been eliminated to an irreducible minimum.

SOMERSET PLUMBING Co., Planfield.

Furnished all plumbing supplies and fixtures.

HARCO STEEL CONSTRUCTION Co., 1180 Broad St., East, Elizabeth.

This company contributed the design, fabricated and erected the miscellaneous iron work including the iron railings on the 'Charm House'.

EMIL AMMANN, 4795 Hudson Blvd., No. Bergen.

Designed and especially created the electric fixtures in the Living Room, Dining Room, Halls and Bedrooms and Entrance lantern of the 'Charm House'.

ZINS WALL PAPER ESTABLISHMENT, 276 Plane St., Newark.

This firm supplied the wall paper in the Johns-Mansville house. This paper is the subject of much comment and interest. It represents the first showing of the new 1937 line.

WILLIAM J. VINTON, 205 North Avenue, Fanwood.

One of the unusual and interesting features in the 'Charm House' is its circular stair-case. It exemplifies all that is best in fine craftsmanship. The circular stair-case in the 'House Beautiful' is also Mr. Vinton's work.

PLAINFIELD NURSERY, Front Street, Scotch Plains.

All landscaping of the John-Mansville and 'Charm House' grounds was done by this firm. Their knowledge and experience have added much to the attractiveness and beauty of these two houses. They are also landscaping the 'House Beautiful'.



Dear Sir:

I am interested in

- ☐ Building a New Home.  
☐ Purchasing a New Home.  
☐ Purchasing Desirable Building Site.  
☐ Modernizing My Home.  
☐ Your New Brochure on "Homes of Distinction".

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Check item of interest.

Please call on \_\_\_\_\_ at \_\_\_\_\_ o'clock



